CLAIMS

1.   A platform (CIMP; 1) for handling digital contents, comprising:

-       an interface (UVCS; 3) with heterogeneous digital content sources (DCS),
designed to acquire heterogeneous digital contents (DC) in various formats, coming
from said heterogeneous sources (DCS) to describe them in a uniform way in an
internal format (SIDC), which is independent of the input format;

-       a central core (2) for storage and management of said digital contents (SIDC)
coming from the interface with the heterogeneous sources;

-       an interface (VTL; 4, 5) with standard tools (DTP) for processing digital
contents, said standard tools (DTP) being used by operators (17, 20) responsible for
processing said digital contents stored in said central core (2) of said platform (1), to
obtain value-added digital contents in internal format (VADC);

-       an interface (MID; 6) with digital media (DM) designed to carry out a
conversion of the internal format of the value-added digital contents (VADC) into a
format designed for publishing of said value-added digital contents (VADC) on
respective digital media (DM).

2.   The platform (CIMP; 1) according to Claim 1, characterized in that each digital-
content source (DCS) connected to said platform (CIMP; 1) is supplied with a driver
(CSD) designed to convert the flow of digital contents (DC) coming from said source
(DCS) into a neutral flow of digital contents independent of the original source, which
is designed to be stored in said platform.

3.   The platform (CIMP; 1) according to Claim 1 or Claim 2, characterized in that
each digital medium (DM) connected to said platform (CIMP; 1) is provided with a
driver (MPD) that translates the internal format of the value-added digital contents
(VADC) stored in said platform into a specific format suitable for the given digital
medium (DM) in which said digital contents are to be published.

4.   The platform (1) according to any one of the preceding claims, characterized in
that said central core (2) comprises a data layer (30) comprising a database for storing
digital contents and a service layer (40) consisting of procedures for handling said
digital contents.

5.   The platform (1) according to Claim 4, characterized in that said data layer (30) comprises a database (31) for storing the contents, a database (32) for storing the description of the contents, a database (33) for storing publishing rules, and a database (34) for storing the profiles of the various users that access the platform (1).

6.   The platform (1) according to Claim 4 or Claim 5, characterized in that said central core (2) comprises a search engine (41) for searching for the digital contents stored in the data layer (30), an engine (42) for generating the palimpsest in the case of digital contents addressed to unidirectional media, a workflow engine (43) for handling the process of approval of publishing of the digital contents on the corresponding media, and a personalization service (44) to enable a presentation of the digital contents on the basis of preferences expressed by the user during registration of the personalization service (44).

7.   The platform (1) according to any one of the preceding claims, characterized in that said interface (VTL; 4, 5) with standard tools (DTP) for processing digital contents comprises:
-       an authoring layer (4) designed to provide tools for defining the modalities of presentation of the digital contents on the specific digital media; and
-       an editing layer (5) designed to provide the tools for generating and entering digital contents in the central core (2) of the platform (1).

8.   The platform (1) according to any one of the preceding claims, characterized in that it comprises system-management tools (50) that may be used by a system administrator (51).

9.   The platform (1) according to Claim 8, characterized in that said system-management tools comprise tools for monitoring system resources, tools for network management, and tools for managing the database of the platform (1).

10.   The platform (1) according to any one of the preceding claims, characterized in that it is integrated with tools (60) for electronic trading, in order to manage on-line the electronic trading of the digital contents, such as sale, acquisition, management

and distribution on the media.

11.   The platform (CIMP; 1) according to any one of the preceding claims, characterized in that said standard tools (DTP) for processing the digital contents are Microsoft Office® and Adobe Pagemaker®.

12.   The platform (1) according to any one of the preceding claims, characterized in that said digital contents (DC) coming from heterogeneous sources are real-time data (8), news-agency data (9), audio and video data (10), advertising data (11), data coming from telefax and E-mail (12), data coming from voice respond units VRUs (13), and data in XML format (14).

13.   The platform (1) according to any one of the preceding claims, characterized in that said digital media (DM) are WAP (Wireless Application Protocol) 21, Data Broadcasting 22, Teletext (televideo) 23, SMS (cellphones) 24, Web 25, XML 26, and digital TV 27.

14.   The platform (1) according to any one of the preceding claims, characterized in that the internal format in which said digital contents are stored and managed in said central core (2) of said platform (1) is the XML (eXtensible Markup Language) format.